

For Immediate Release



October 31, 2022

Sumikkogurashi × LICCA Doll Collaboration Series No.3 “LICCA Doll I Love Sumikkogurashi Room”

To be launched on Saturday, December 3, 2022

“Sumikkogurashi Pajama Party Set” dress set for LICCA dolls and Sumikkogurashi collaboration doll versions of twin sisters and baby triplets also available!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release a doll house for LICCA dolls “**LICCA Doll I Love Sumikkogurashi Room**” (SRP: JPY 5,390/tax included), as the third collaboration between the popular characters from “Sumikkogurashi,” celebrating its 10th anniversary in 2022, and the LICCA dress-up doll series, on Saturday, December 3, 2022 at toy stores, toy sections of department stores and mass retailers in Japan, online shops, and TOMY company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

“LICCA Doll I Love Sumikkogurashi Room” is a bag type doll house featuring Sumikkogurashi themed “LICCA’s Room” accessories. Various room accessories such as a computer, alarm clock, and mug are decorated with Sumikkogurashi characters, and the design of the exterior of the bag also features Sumikkogurashi characters.

In addition, the dress set (clothes) “**Sumikkogurashi Pajama Party Set**” for LICCA dolls (SRP: JPY 4,180/tax included) will also be released on the same day as a new product in the same series, while Sumikkogurashi collaboration LICCA doll versions of twin sisters “Miki and Maki” as well as baby triplets “Kako, Miku and Gen” went on sale on Saturday, October 22, 2022. This was the first character collaboration for the baby triplets “Kako, Miku and Gen.”

Due to the positive reception to “LD-08 LICCA Doll I Love Sumikkogurashi” launched in October 2020 and the doll house for LICCA dolls “Welcome to Sumikkogurashi Café!” launched in February 2022, these products were launched as the third series of collaboration products. By expanding the series with LICCA’s brother and sister dolls, rooms, and roomwear, you can have even more fun playing pretend with Sumikkogurashi and LICCA dolls. Enjoy the popular world of Sumikkogurashi with LICCA and the LICCA doll family.



“LICCA Doll I Love Sumikkogurashi Room” *Doll, dress, and some accessories are sold separately.



Sumikkogurashi × LICCA doll series products to be launched on Saturday, December 3

■ LICCA Doll I Love Sumikkogurashi Room



This is a room for LICCA dolls that has a cute interior and includes many room accessories. It comes with fabulous furniture and an adorable loft. You can seat LICCA and stand Miki and Maki in the loft. The design of the room accessories features popular Sumikkogurashi characters such as Shirokuma, Neko, and Penguin? The concept of the room is that LICCA is resting at night, and the scenery outside the window is also night time. When combined with the Sumikkogurashi Pajama Party Set, LICCA's relaxation time is enveloped by the world of Sumikkogurashi.



There are also lots of Sumikkogurashi characters on the package!
It's easy to store and carry LICCA dolls (sold separately) and furniture.

Included accessories featuring character designs



The desk can also transform into a dresser! You can also fit a school bag (sold separately) under the chair.



You can position the step shelf on the floor or in the loft in the direction you want.

Package Contents: Bag-type room (1), bed (1), bed rails (2), ladder (1), step shelf (1), desk/dresser (1), drawers (2), chair (1), hangers (2), hanger hooks (2), bed runner part (1), Sumikkogurashi accessory runner parts (1), user sticker (1), paper-based accessory sheet (attached to the package mount) (1) *Doll, dress, and some accessories sold separately.

■ Sumikkogurashi Pajama Party Set



Package Contents: Pajamas (top and bottom) (1), roomwear one-piece dress (1), socks (1), Furoshiki blanket (1), star cushion (1), Tapioca slippers (1), Tapioca ribbon headband (1), Tapioca cup (1), Tapioca toothbrush (1), star earrings (1), cookie and candy (paper-based accessories) (1), cookie box (paper-based accessory) (1) *Doll sold separately.

This is a set of pajamas and roomwear designed to feature Sumikkogurashi characters. It comes with cute accessories that are just perfect for relaxation time, such as a cushion, blanket, and socks. The design of the accessories also features the faces of Furoshiki and Tapioca, and every element of the design focuses on detailed characters.

Launch Date in Japan: Saturday, December 3, 2022

SRP: LICCA Doll I Love Sumikkogurashi Room JPY 5,390 (tax included)
 Sumikkogurashi Pajama Party Set JPY 4,180 (tax included)

Recommended Age: 3 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall" (takaratomy.com) and others

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Product Website: licca.takaratomy.co.jp/products/doll/sumikko_licca

Introducing Sumikkogurashi × LICCA doll series

■LD-28 Miki I Love Neko



A cute Miki doll wearing an orange dress and headband featuring Neko and a bag designed to feature Zassou, both Sumikkogurashi characters. The skirt features a Neko paw print pattern.

Package Contents: Doll (1) dress (1), headband (1), bag (1), shoes (1)

■LD-29 Maki I Love Shirokuma



A cute Maki doll wearing a pink dress and headband featuring Shirokuma and a bag designed to feature Furoshiki, both Sumikkogurashi characters. Tapioca is subtly featured inside the dots of the skirt pattern.

Package Contents: Doll (1) dress (1), headband (1), bag (1), shoes (1)

■LD-30 Kako I Love Tonkatsu



An adorable Kako wearing a Sumikkogurashi Tonkatsu character costume and baby accessories. Comes with baby bottle, bib, diaper, and shoes designed to feature Tonkatsu.

Package Contents: Doll (1), dress (1), baby bottle (1), bib (1), diaper (1), shoes (1)

■LD-31 Miku I Love Tokage



An adorable Miku wearing a Sumikkogurashi Tokage character costume and baby accessories. Comes with baby bottle, bib, diaper, and shoes designed to feature Tokage.

Package Contents: Doll (1), dress (1), baby bottle (1), bib (1), diaper (1), shoes (1)

■LD-32 Gen I Love Penguin?



An adorable Gen wearing a Sumikkogurashi Penguin? character costume and baby accessories. Comes with baby bottle, bib, diaper, and shoes designed to feature Penguin?

Package Contents: Doll (1), dress (1), baby bottle (1), bib (1), diaper (1), shoes (1)

Launch Date in Japan: Saturday, October 22, 2022

SRP: “LD-28 Miki I Love Neko,”
“LD-29 Maki I Love Shirokuma” JPY 2,750 (tax included) each
“LD-30 Kako I Love Tonkatsu,” “LD-31 Miku I Love Tokage,”
“LD-32 Gen I Love Penguin?” JPY 2,200 (tax included) each

Recommended Age: 3 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com) and others

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Product Website: licca.takaratomy.co.jp/products/doll/sumikko_licca

Concept movie: youtu.be/F8K8g3MqTEs

■LD-08 LICCA Doll I Love Sumikkogurashi



Launch date in Japan: October 2020
SRP: JPY 4,180 (tax included)
The first series of products under the collaboration between Sumikkogurashi and LICCA dolls.
The set includes a dress featuring many Sumikkogurashi characters, an Ebifurai no Shippo headband, and a Tapioca bag.

■Welcome to Sumikkogurashi Café!



Launch date in Japan: February 2022
SRP: JPY 6,930 (tax included)
The Sumikkogurashi café is open! Features many cute Sumikkogurashi-themed sweets and accessories! You can enjoy playing by lining up the sweets on the shelves, choosing the sweets you want with the tray and tongs, and pretending to dine in the cafe using the sofa and table. It even comes with a paper-based accessory takeout box, so you can also pretend to order takeout.

●Follow and tweet on Twitter to win a prize! Promotional campaign

In this promotional campaign, prizes will be given to winners among those who followed both the LICCA official account and the Sumikkogurashi official account on Twitter, and posted tweets using the special hashtag for this campaign.

Details of the promotional campaign: licca.takaratomy.co.jp/event/sumikko_room

■About “LICCA doll”

LICCA doll has been loved for more than 50 years since her birth in 1967. We have released various LICCA doll products that give shape to children’s fantasies and dreams always reflecting the times and trends. In recent years, it has been expanding into a brand loved by adults who have grown up with LICCA doll. LICCA has been widening her field of activity as a celebrity talent, and her own Twitter and Instagram accounts are also big topics. (*Number of followers as of October 2022: approximately 220 thousand in total)

[Official Website]licca.takaratomy.co.jp

Official Twitter & Instagram[@bonjour_licca]

twitter.com/bonjour_licca

www.instagram.com/bonjour_licca

Official YouTube channel] “LICCA Official Channel”

www.youtube.com/channel/UClaz9wnSX0DFN97FyeC7O9g

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For product inquiries from consumers, please contact:

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